

SF 221

SF 221

.C3

Copy 1

CALIFORNIA DAIRY COUNCIL

CALIFORNIA DAIRY COUNCIL

AFFILIATED WITH THE
NATIONAL DAIRY COUNCIL

MILK IS INDISPENSABLE
TO GOOD HEALTH

Johnston, Samuel P



268 MARKET STREET
(Room 242)
SAN FRANCISCO

SF221
C3

AN ORGANIZATION FOR THE BENEFIT OF ALL THE UNITS
COMPOSING THE DAIRY INDUSTRY

Incorporated under the law of California February 8, 1919, as an educational and non-profit
corporation.

Copyright, 1919, by California Dairy Council.



MAY -8 1919

Written by
SAMUEL P. JOHNSTON

©Cl.A515456

no 1

Value of Co-operation.

Consumers want to buy milk
for less
but producers claim it is
hardly possible to maintain
the present price level
because conditions do not warrant
production at the returns obtained

In other words
two opposing factors
cannot agree
and
it is the purpose of
this organization to attempt
to solve an important problem
to the mutual advantage
of both sides

Co-operation has been found to be
a panacea for many business ills
and is recognized as a means
to accomplish good results
where divided interests fail

Hence it is proposed to bring
into one fold as many
as possible of the contributing
interests of dairying
and by amalgamation
weld a strong organization
which can achieve results
of great advantage to the
dairying business and the
State of California

Need of Sufficient Profit.

It is recognized in the beginning
that the objective is so important
it must have the loyal support
of all interests
producers manufacturers
distributers bankers
land owners lease-holders
manufacturers of and dealers in
machinery contributing to
the dairying interests
and all others financially interested
in the welfare of the industry

Its purpose is to promote
and develop the dairy industry
of the State of California
—to encourage production
by introducing better methods
more effective systems
a higher degree of sanitation
cows which produce more milk
and a sounder foundation
for the business

Given improved systems and methods
it is believed the dairy industry
will promptly respond
with the result
that all connected with it
will find a more profitable field
than that they now occupy

Any business conducted without
sufficient profit
cannot exist

Human Labor Scarcer.

Another object of this organization
is to inform the public
of the food value of milk
and dairy products
to the end that the market
may be widened

Consumption of milk and cheese
in California
is at a standstill
while the consumption of butter
has materially decreased

These facts warrant organized efforts
wholehearted co-operation
of all allied interests
and prompt concerted action

Probably the underlying cause
of the unsatisfactory condition
in which the industry
finds itself
is most largely due to the
low average production
of the individual cow

Forty-five hundred pounds of milk
or 170 pounds of butter fat
is considered a fair average
for the State

Human labor constantly grows scarcer
and correspondingly more expensive
therefore increasing the production
to offset the greater cost
is so important that all agree
to its absolute necessity

Milk is Indispensable.

It is necessary to convince
the owner of poor producing cows
that they can be changed into
high producing animals
in a reasonable time
at little cost
with great profit to himself

At the same time it is
necessary to educate the consumer
to be tolerant of present prices
on account of the
increased cost of production
also
to understand the
comparative food values
of milk and milk products

At present prices milk products
are the least expensive foods
in terms of money
superior to many
which cost more
and what is most important
milk is indispensable
to the diet

Manufacturers of oleomargarines
and other so-called
butter substitutes
mix a proportion of milk
or butter fat with their product
in order to make it
approach the palatable
for human consumption

Legislative Activity.

Their plausible advertising
is making large inroads
upon the dairy industry
The sale of oleomargarine
is now 1,000,000 pounds
a month in California
and constantly increasing
which shows the power of
forceful advertising

These manufacturers do not neglect
any means to promote
their interests

Only recently a powerful concern
which manufactures a
so-called butter substitute
spent money to defeat a bill
in the California legislature
introduced to protect the people
against the stuff

It is pertinent here to state
that the
California Dairy Council
though scarcely organized
assumed the responsibility
of supporting the measure
and succeeded in defending it

This activity is an index
to one of the purposes
of the organization
—to have in its care
every measure for and against
the dairy industry

Opportunity an Obligation.

Organized effort has been
found advantageous
by groups of persons
in other lines of endeavor

There are retail dealer organizations
wholesale dealer organizations
producers organizations
manufacturers organizations
scientific organizations
educational organizations
bankers organizations
etc etc etc

There's hardly a line of business
that hasn't a
central organization
to look after its interests

The dairy industry second only
in the State of California
to the fruit industry
is as yet
not organized

It has no body through which
it can express its views
upon any question
present a united front
against attack
cultivate goodwill
promote welfare
and increase appreciation of
dairy products

The time is ripe
the opportunity an obligation

Key to the Situation.

During each term of the legislature
there are bills introduced
inimical to dairying interests
The necessity for organized protection
as well as the
advocacy of good laws
is apparent

A few years ago dairying
was on the increase
in California
everyone was happy
the industry seemed to
have a brilliant future

Now the volume is declining
bickering and dissatisfaction
have replaced confidence

It is unfair to invested capital
and to those whose livelihood
depends upon the prosperity
of the dairying industry
to stand idly by
and permit the present course
to continue

Organizing all the allied interests
into a strong body
for mutual protection
promotion and progress
is imperative

The California Dairy Council
holds the key to a
most important situation

Agricultural Prosperity.

The dairy cow is the
foundation of agricultural prosperity
—the dairy industry
furnishes a broad field for
manufacturers and dealers
in required commodities
when it is in a
healthy and prosperous condition

But the profits and volume
of the business of the
machinery and equipment manufacturers
transportation companies
bankers
and all others dealing
with the various branches
of dairying
are affected favorably or adversely
as the case may be
by the prosperity
or lack of it
in the dairying industry

The cause is a big one
worthy of big men
worthy of united effort
worthy of untiring effort
worthy of investing money
in the interest of consumers
in the interest of producers
in the interest of distributors
in the interest of manufacturers
in the interest of the
State of California

Sign Subscription Blank.

California Dairy Council
has been incorporated
with officers and directors
and a managing director

A definite plan has been
outlined for the work
it must have money with which
to prosecute a plan
in the interest of
all concerned

Sign the enclosed subscription blank
to do your share
of real business building
for dairying in California

Help the men who are
devoting time and energy
to make a success
in your own interest

A minimum of \$50,000 a year
is necessary
\$100,000 would give wider
and quicker results

Wisconsin has signed for \$250,000
a year
Iowa for \$175,000

Almost every dairying State
has its council
California is one of the last
to organize
though it is seventh in
quantity of production

Your Pro Rata.

If you belong to one of
the following classes
calculate your own subscription
on the basis set down

If you belong to some division
not enumerated
write the Secretary
for further information
and he will tell you
what others in your line
are subscribing

- a) Producers
20¢ for each cow
owned or controlled
that is more than
twenty-four months old
- b) Milk Distributers
25¢ for each 1000 gallons
or fraction thereof
purchased annually
- c) Butter Manufacturers
25¢ for each 1000 pounds
or fraction thereof
manufactured annually
- d) Cheese Manufacturers
10¢ for each 1000 pounds
or fraction thereof
manufactured annually
- e) Ice Cream Manufacturers
15¢ for each 1000 gallons
or fraction thereof
manufactured annually

Welfare of California.

- f) Condensed Milk Manufacturers
1/3¢ a case of 48 cans
manufactured annually
- g) Associate member
\$1 a year

Associate members should include
the faculty of the
College of Agriculture
county and city school superintendents
county and city health officers
officers of women's clubs
officers of civic clubs
officers of retail organizations
officers of labor organizations
etc etc etc

By talking things over together
by keeping faith together
by the spirit of co-operation
much good can be achieved

The welfare of our State
lays upon us the obligation
to encourage the raising
and keeping of better cows
not merely more cows

To show the farmer that it pays
to safeguard him in his investment
to create favorable conditions
to stabilize the industry
by extending the market
by increasing consumption
by setting up a higher standard.

A Startling Statement.

Here follows a startling statement
the decrease in butter fat production
in California in 1918
as compared with 1916
amounted to nearly 5,000,000 pounds

For a number of years past
dairying has been the second best
industry in the State

For the twelve months ending
September 30, 1918
the value of all dairy products
produced in California
was in round figures
\$54,500,000
not including ice cream

Surely those who are engaged in
any branch of the industry
or with any allied line
must feel the necessity for
putting forth an effort to
encourage the development and prosperity
of so important a unit
in the sum total of our resources

In this connection take
the banker
the credit of a prosperous industry
is safer
than one of the down grade

Credit is sensitive
like the human eye
we should guard it carefully

A Constructive Force.

The vital need for the industry
is the welding together of all
those whose welfare is
tied up in any way with
growth and development

Impersonal and unselfish education
first of those engaged in it
and then of the public is
of paramount importance

Education of the consumer
as to the relative food value
of milk and milk products
can only be done by
continuous use of advertising

Advertising changed us from a
nation of 350,000 bond owners
to a nation of 22,000,000 bond owners

Advertising raised millions of dollars
for war activities
millions of members for Red Cross
and other war service organizations

Advertising welded us into the
greatest fighting machine the
world has ever known
and unified all the people
as nothing else could possibly do

Advertising is a constructive force
ready to our hand to accomplish
for the dairy industry a service
it needs and must have
if it is to live
and prosper

Branch of the Sesame.

Large sums of money are
being invested in advertising
so called butter substitutes
to popularize and encourage
their increased sales

To counteract this force
the dairy industry
has at its disposal
the same means for educating
the people to the advantage
of using milk and milk products

The mass of uncontrovertible facts
in relation to those products
would make advertising copy
which could scarcely be equalled

Advertising is the
voice of business
it is the light which
illuminates the path
from producer and manufacturer
to the consumer

Advertising is a branch
of the Sesame
which opens the door
to secure the confidence
the good will
the active support
of the consumer

Advertising is the grain
which when properly planted
and cultivated grows into
profit

Work Fairly Begun.

Individual effort by a
butter manufacturer for instance
accomplishes good of course
and the more of them
the better for the cause

But the greatest good
and the most permanent results
will be realized from
a campaign of advertising,
by a non-profit organization
backed by every person
firm corporation all branches
and phases of the industry

California Dairy Council
has been conceived and organized
to supply this need
and to co-ordinate the
efforts of all concerned
into a vital virile unit
in the interest of all

Through the Council money will
be accumulated and invested
in placing before the public
the truth about milk
and milk products

The individual contributions need be small
when all co-operate

A willingness to contribute has
been evinced by those
so far approached
and the work is
already fairly begun

Sales Increased 23%.

The producer is the foundation
of the entire structure
he will receive the
greatest benefit
resulting from this work

He will benefit by the
judicious use of the money
contributed by all
the other fellows
as well as his own

His direct benefit will be
increased demand

Producers of other food products
that compete with milk
and milk products
are continuously and
persistently advertising

The sales of oleomargarine
increased 23% in 1918
over the previous year

The milk producer has the
unquestioned advantage
of greater food value
and without telling the
consumer about it
he allows his competitors
to increase their volume
at his expense

He had the business first
it is his by right
but to hold and increase it
he must advertise

Milk Distributers.

Milk distributers are the
men in between

You see no increase in sales
and a constantly growing danger
of decrease in production
while you experience
a steady increase
in overhead expense

To remain in business
it is imperative
that you develop your market
upon one hand and
do everything possible
to encourage economic production
to insure a permanent
and adequate supply

Butter manufacturers are experiencing
the pressure of competition
from all sides

The increasing consumption of
ice cream
the remarkable development
of the condensed milk industry
the enlarged channels for
the sale of by-products
all combine to make
it possible for competition
in these lines to pay prices
for raw material which
you find it difficult
to meet

A Fair Field.

You are also confronted with
the danger of decreased supply
due to the shifting of the
owners of unprofitable cows
to other lines of farming

The production of butter in 1918
was nearly 9,000,000 pounds
less
than in any previous year

This small production
naturally enhances demand today
but your greatest interest
lies in aiding the
speeding up of production
of raw material
to enable you to meet
competition on an even footing

The manufacturers of oleomargarine
and other butter substitutes
are taking advantage of
your predicament
and spending money freely
to attract a permanent following
by persistent advertising
at your expense

The field is a fair field
open to all comers
you were the first to enter
your future is in
your own keeping

The way to hold your own
is to advertise

Cheese Manufacturers.

Cheese manufacturers occupy a similar position to the manufacturers of butter and milk distributors

Americans consume an astonishingly small quantity of American cheese the field can be broadened and a demand increased that will afford a permanent and profitable business for cheese manufacturers

There is a great opportunity awaiting you of such importance as to warrant your strongest co-operation in this movement

To encourage the increased use of cheese in the diet will require convincing advertising but the means are at hand through the united effort of the allied interests of the dairy industry

You will grasp this opportunity and lend the added strength of your contribution to the general cause and the upbuilding of your volume of sales at increased profit thus insuring your investment.

Condensed Milk.

Condensed milk manufacturers have
adopted advertising as a means
to educate the people
and have succeeded in
a very large measure

But your success is drawing
imitation
as all successes do

You are threatened by the
competition of inferior goods
made with skim milk
and vegetable oils

Your field is unlimited
the backing of this
non-profit organization
will aid you in further
increasing the volume
of your sales

The advertising you do will
be strengthened and made
more convincing by the
force generated by the
statements made by the
California Dairy Council

The orange growers are advertising
producers of
raisins peaches walnuts
prunes beans redwood
are all advertising
for the benefit of their
several interests

Ice Cream.

Ice cream manufacturers are
beginning to see the light
and are adopting the modern methods
found so efficacious by
the makers of other foods

Ice cream has commonly
been considered a luxury
a topping off of a big meal
a popular Sunday dessert
but never served on wash day

The real truth that ice cream
is a wholesome beneficial food
though served in an
attractive dainty form
is the thing that
should be advertised persistently

The public should be taught
to appreciate ice cream
at its true worth
that it should be eaten
in cold weather as well
as in hot
that it has nutritive value
in a high degree

Educational advertising of a quality
to gain the respect and confidence
of all the people
should be done in the
interest of ice cream

Probably no other unit of the
milk industry can profit more
than the ice cream manufacturers



Feed Manufacturers.

Feed manufacturers are an allied interest
but a most important
cog in the dairy industry wheel

There are 500,000 dairy cows
in California
probably as many as 85% of them do not
return to their owners
any more than the
cost of roughage
and possibly half of these
are not able to
do even that

Not more than 15%
or 75,000 cows
can be considered as legitimate
consumers of mill feeds

If you sell feed to owners
of the 85% you take chances
with your money
and injure your customer
instead of helping him

If by contributing to this movement
you aid in increasing the
number of profitable cows
to 200,000 in three years
a possible thing to do
you will have developed
a market
to keep your mills running
full time

It is a worthy cause and
entirely in your interest



Feed Dealers.

Feed dealers are another cog
in the wheel
looking to protect their interests
and equally concerned
with the progress and development
of the dairy industry

Your own credit is
in the balance
as long as you supply
owners of unprofitable cows

You cannot expect to sell
and enjoy a lucrative business
as long as your customers
do not prosper

Your interests and theirs
are bound together
you travel the same road
when they slow up
your progress is retarded

Therefore in self protection
you must join with this organization
in its efforts to build up
and make more secure
the position of every
cow owner

By organized effort only
can results be obtained
by teamwork
by co-operation

The goal is better credits
and larger volume of sales
with more certain profits

Dairy Produce Dealers.

Dairy produce dealers know that
when prices are high
the market contracts—
your selling costs increase
at an alarming rate

When the supply is light
you have increased competition
resulting in premium-paying
and other injurious devices
which increase the cost without
corresponding compensation

You “get it” coming and going
your overhead steadily increases
and without increased supply
or in case of actual decrease
you will be forced out
by reason of keen competition

The producer and manufacturer
need you to distribute
their goods
but they will not require
as much
if the supply is less

Increase of production means
an expanding market
lower cost of doing business
and a steady profit

Individually you can accomplish
little or nothing
by combining your strength
with the allied interests
your contribution will bring results

Machinery Manufacturers.

Manufacturers of machinery
equipment and dairy supplies
should be interested in and
willing to support this movement

When the dairy industry prospers
and grows
the demand for your goods grows

If the industry shrinks
the demand for your goods
will be less
a few will control it
and your loss will be doubled
the opportunity for
free competition
will be less

The tendency always is to
demand newer and better
equipment when business
is prosperous

With prosperity all around
your business investment
is insured
your future outlook better

You have utilized advertising
as a means to popularize
your output
you know its power

You should be the first
to join this organization
and contribute to the work

The Banker.

The banker feels the pulse
of all industries
keeps tab on the
ups and downs
and quickly recognizes indications
of progress or lack of it

Credits are the fundamental basis
for the banker's business
and productive milk cows
are good collateral

The higher the degree of production
the better the basis for credit
while a loan upon a herd
of poor producing cows
is hazardous for you
it is harmful to the borrower

The more carefully you look into
this matter
the more certain are you to
willingly co-operate
for the good of the industry

Dairymen as a class need
education
concerning the difference
in earning power
between a good
and a poor cow

You can aid in increasing deposits
from the same number
of your clients
and in bringing new clients
into your community

\$54,500,000 Annually.

Probably it would be impossible
to enumerate all the
contributing interests

But the arguments set forth
specifically to those named
apply with equal force
to all others having anything
to sell to producer manufacturer
distributor or any who perform
a service for them

The total value of the
milk production in California
is \$54,500,000 annually

If each of the five hundred
thousand cows were profitable
the production would
be doubled

This is the goal in sight
it can be reached only
by co-operative effort
by teamwork
by amalgamating all interests
into one strong virile organization
and supporting it with
sufficient money
to make its work
yield dividends to all concerned
and to the
State of California

Subscribe cheerfully and liberally
both of money
and goodwill

Directory of Active Members

	(See page)
Dairymen (Producers).....	16
Ditto (Breeders).....	27
Milk Distributers.....	17
Butter Manufacturers.....	17
Cheese Manufacturers.....	19
Condensed Milk Manufacturers.....	20
Ice Cream Manufacturers.....	21
Feed Manufacturers.....	22
Feed Dealers.....	23
Dairy Produce Dealers.....	24
Dairy Machinery and Equipment Dealers	25
Ice Cream Machinery and Supply Dealers	25
Bankers.....	26
Salt Manufacturers.....	27
Fertilizer Manufacturers.....	27
Dairy Chemical Manufacturers.....	27
Express Company Officials.....	27
Truck Manufacturers.....	27
Bottle Manufacturers.....	27
Cold Storage Men.....	27
ASSOCIATE MEMBERS.....	11
Faculty of the College of Agriculture	
Agricultural Press	
County School Superintendents	
City and County Health Officers	
Organized Labor	
Retail Distributers	
County Farm Advisers	

LIBRARY OF CONGRESS



0 002 891 538 A

